

VISIT...

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the sales **process** by just**sell**®

sales process checkpoints (a sample)

1. identify, approach & engage the prospect

- initial approach call
- initial approach email (immediately following call)
- initial follow-up call (two days later if no contact made)
- initial follow-up email (immediately following call)
- secondary follow-up call (two days later if no contact made)
- third follow-up call (three days later if no contact made)
- third follow-up email (immediately following call)

2. learn about the prospect

- discover primary, secondary and hidden needs/ objectives
- identify decision makers
- identify timelines for possible purchase/ implementation
- identify budget
- gauge buying urgency

3. analyze needs

- evaluate & qualify opportunity
- create options/ solutions

4. present solutions to needs

- propose/ discuss options/ solutions
- gauge buying urgency

5. negotiate

- address value issues
- create buying urgency
- find win/ win

6. close

- agree to purchase
- confirm timeline to implementation/ delivery/ payment

7. service & follow-up

- hand off to account management team

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